

Sept/oct 1920

The STORAGRAM



WORK OR QUIT

IF you work for a man, in heaven's name work for him. If he pays you wages that supply you your bread and butter, work for him—speak well of him, think well of him, stand by him, and stand by the company he represents. I think if I worked for a man, I would work for him. I would not work for him a part of the time, but all of the time. I would give an undivided service or none. If put to the pinch, an ounce of loyalty is worth a pound of cleverness. If you must condemn and always run him down—why, give up your job, and when you are outside, damn to your heart's content.

So long as you are part of a company, don't condemn it. You not only hurt the company, but you hurt yourself and your fellow workers. Kicking is all right in the right place, but do it to your boss and not to other employes and those outside.

—Elbert Hubbard

Published by and for the employees of KAUFMANN'S "The Big Store"

An Old Saw—But Good

He who knows, and knows that he knows,

He is wise—follow him.

He who knows, and knows not that he knows,

He is asleep—wake him.

He who knows not, and knows not that he knows not,

He is a fool—shun him.

He who knows not, and knows that he knows not,

He is a child—teach him.

—SELECTED

VOLUME I
No. 11

The

SEPTEMBER-OCTOBER
1920

STORAGRAM

*Published in the interests
of the employees of
KAUFMANN'S
"The Big Store"*

WOMEN IN INDUSTRY

Women's place in business is more clearly defined today than in any other period of the world's history. They are the incentive to better business methods. It has been asked what men would do if it weren't for the women in business. There would be lacking in the gigantic business plans of today the genius for "infinite pains" that marks women's main asset in the business world.

Do men really appreciate women in the business life?

The army of women whose duty during the war was to keep big business going while the men were at the front, expected to retire to their homes at the close of the struggle. But "big business" planned differently. It made room for both the women and the returning men. Most women, it will be found, are tireless, diplomatic and make some of the most efficient traders and builders.

In a recent editorial by Van Amburgh we find praise in full for the large-brained women of today. He registers himself as a firm believer in large-brained women and big hearted men, contrary indeed to the usual acceptance that confronts business men. All women do not meet the requirements of all business positions, neither do all men. That is not to be expected. Women in industry are comparatively new. They have not found their level. It takes time for a woman to make up her mind what her life work or profession is to be, but when that is done, let the men look to their laurels.

"Men as a rule look on the woman in business as did Shakespeare in the Sixteenth Century. "Frailty, thy name is woman!" They do not take into consideration the quotation from the Proverbs "A woman hath nine lives like a cat." They fail to weigh carefully the fact that woman's position has changed with the world. They are improving their extra lives. A cynic wrote: "Woman lost Marc Anthony the world!" But the world did not belong to Marc Anthony."

The women in the department stores of today have more than found their level, they have found the source of their income, their happiness and their road to bigger business. They are in their own sphere. They can't help but make good if knowledge of merchandise, love of beauty, and honest application lead toward success.

MISS NETTIE McKENZIE TELLS US A FEW THINGS

The last letter from Miss McKenzie was in the form of a diary of the "doings" at the Kaufmann Summer Camp. Stories have greeted us here and there of the wonderful times spent there—the fun-full parties and special attention was called to the "eatable" eats.

The letter in part follows:

August 13th—We had a costume party. Prizes were awarded to the prettiest and funniest. Vida Newfeld, D Shoes, won the prize for the prettiest. She was dressed as a "vamp" in black and red—she out-Theda-ed Bara. Anna Rosen, also of D Shoes, was awarded the prize for the funniest costume. She made the funniest "Sis Hopkins" you ever saw. I laughed every time I looked at her. Miss Burdorf, as a grandmother; May Siegal, as a nurse; Hattie Welland, as a Japanese lady; Frieda Jones, as "Johnny Corncocks;" Rose Schultz, as a country boy; Edith Sol-



Well, of course you wouldn't have expected it of Miss Sobel and Miss Burdorf, but this is how they looked at the costume party.

woods, as Father Pitt; Mae Marcus, as a tramp; Esther Katz, as a jockey; Toni Echard, as a camp girl; and Richard Echard as a "Kewpie" were as pretty and funny as could be. Cake and fruit punch were the refreshments. It was laughable to see all the girls in costumes and in most cases, as guests, they were seated on the floor.

August 20th—Another Costume Party. This was the best thing I ever saw—the cartoon hardly does justice to Miss Burdorf and Becky Sobel. They won the first prize, and were surely the "cutest

Gold Dust Twins" you ever saw in your life. Margaret Weiland, as a Daisy, wore a dress and hat of crepe paper in yellow and black. The nicest part of her whole costume was the fact that she designed and made it herself. Because of the "shiney" black all over the "Gold Dust Twins" they had to dance with each other all evening. No one could go near them.

August 27th—Kids Party. More than 40 of the girls dressed like children that evening. Their hair was curled and hanging down their backs—in some cases it was tied with bows of vivid colored crepe paper. The party opened with a grand march which also included a group of Camp Fire Girls who are spending vacation here. It was Miss Burdorf's last evening and at the close there were yells and hurrahs for their instructor. The girls were like a mob of young children just awakened to the possibilities of life.

Every Saturday evening we had supper on the porch, different from other evenings for Miss Weiland and I usually cooked it. The help was given a free evening and for the service we used paper plates and napkins, tin cups and aluminum spoons. Coffee was carried out in a large bucket and served with a dipper. Four or five of the girls helped us to serve.

During August we had a hay-ride each week. The wagons were able to take between twenty and twenty-five persons. The road led through Mill Run to Killarney Park where we had our lunch, picnic style. During the week of August 23rd we took a different road from Mill Run and landed at a school yard, where we had our lunch. Games were played in



No causalities—even if Miss McKenzie did do the Cooking

the yard after supper and we reached camp about 8:30. It was the most beautiful moonlight night I ever saw. I want to tell you what we ate, but please don't publish it in the Storagram: fourteen loaves of bread, 1 ham, 15 cans sardines, 2 lbs. cheese, 3 lbs. of cake, 4 doz. eggs, one-half bushel of apples and four 2-lb. cans of jam.

One night a week we had a bon-fire and toasted marshmallows. Robert, the utility man, came out and played his accordion and the girls danced around the fire. Miss Burdorf and I attended to the fire. Hattie Weiland can surely make the best fudge you ever tasted—just melts in your mouth.

This letter has been written on the "instalment plan" but hope that you will be able to make out what I mean.

Sincerely yours,

(Signed)

NETTIE MCKENZIE.

P. S.—Mr. and Mrs. E. J. Kaufmann, and Miss Dwyer were up last Sunday—they had a swim—ate dinner with us and seemed to like the place immensely. Mr. Burton, Mr. Lautman, Mr. Abbott and Mr. Reizenstein were up on August 14th. Hilda Weiland and Gertrude Landers came up in Mr. Burton's car.

N. M. K.

Really a chatty letter and just can't help but show the girls of the store what the camp is like. Miss McKenzie never did tell us what her costume was when they had the parties. But we think the artist did a job with her as a cook. Don't you?

WEBER-McCREADY

As a general rule weddings are every day occurrences except to the participants, but on the occasion of the marriage of Miss Weber, of the Furniture Department and Mr. McCready, also of the Furniture Department, it was an occurrence expected for years. Miss Weber had been in the employ of the store twenty years and Mr. McCready has been here fifteen. They were married Thursday morning, September 2nd. The ceremony was a small affair with only members of the immediate families in attendance. Mr. McCready and his bride will make their home in Dormont for the time being.

The Furniture and Complaint Department honored Miss Weber at a dinner and shower the Thursday preceeding the wedding. The firm made Miss Weber a present of a chest of silver.

CAN YOU PUT YOURSELF IN THE CUSTOMER'S PLACE?

One of the vital reasons why salespersons cannot serve to a customer's satisfaction is that they have no means of visualizing the customer attitude.

First, they have not the time, the opportunity or the money to "shop," to look at merchandise, to select, or to experience the selling-service of various departments or stores.

Second, they have not customer-experience when they do shop. They buy through the store, during employee hours, where other sales clerks do not give them, and they do not demand, the same attention as an outside customer. They are hurried and shy of asking another to serve them.

As a fitting example, the writer states, 'that two young women bought veiling from me. They were diffident about asking to see stock not ready for inspection on the counters, were apologetic in requesting attention at all for there were a few 'outside' customers idly looking at remnants or wandering through. They were willing to take something which did not satisfy them rather than 'bother.' When I insisted on showing them a variety of veils, until I found exactly what they wanted, their gratitude was pathetic. They thanked me twice then started off and returned to thank me again.'

—Contributed.

GENERAL OFFICE BRIEFS

We wonder where Marie spends her week-ends. Mr. Pridday has to give her an O. K. to get her bag out most every Saturday night.

Proof of real friendship—Elsie Flynn has taken her girl friend's "steady." But they are still friends—better than ever. Strange things happen.

Mrs. Katz is certainly gaining weight, since her recent illness she has gained seven pounds.

Grace Greenwald has been vacationing since September 1st. Grace could have a good time any place.

The Statistical Office has added two girls to their force, Gladys Yoegle and Esther Boyer.

Eleanor Linehan is getting very domestic-practicing as it were, Eleanor.

Helen McSwiggan is getting so thin. Who is he, Helen?

We wouldn't get personal for the world Lucille, but who is the nice young man? He was just around the corner from the timekeepers' "Joynt."

"KAUFMANN'S SALES-CLERKS"—

EVA STEIN, G. Basement

In the gigantic business machine known far and wide as Pittsburgh's biggest store, the sales-clerk is but a mere cog, yet an all important one, without whose efforts and co-operation this vast concern would be well-nigh helpless.

Unfortunately, the sales-clerk does not always recognize the importance of her work to the existence and welfare of the store, and in some cases is apt to assume that "I don't care, let it all go to smash" attitude. These, of course, are only exceptions. As a rule our sales-girls perform their duties loyally and faithfully.

And yet, there does seem a tendency among a goodly number of the sales-clerks to look down upon their work as menial, undignified, and a dull routine, compared with the work of the office-clerk. There is

OH! MRS. SNYDER



Can't you just imagine the fun Mrs. Snyder, Miss Kitty Taylor, Department S, Miss Farmerie, Department W, and Miss Harrison, Department W, were having. The Store Summer Camp meant a lot to these girls and to many others who took advantage of the opportunity it offered.

no just cause for such an attitude. Somehow, many of us unconsciously fall victims to the illusion that the office is an ideal place to work. We associate it with elegant furnishings, and we see in our minds' eye the fortunate office-folks lolling comfortably in swivel chairs. As a result, most sales-clerks come to consider office-work as superior to their own. But a fair comparison of the two shows that the task of the sales-clerk is by no means inferior to that of the office worker.

While office work may entail a little less physical exertion and strain, that certainly is not the case mentally. There is nothing that is so likely to produce fatigue and weariness as the monotonous routine of many office positions. And if the office manager happens to be cranky, cantankerous, and possessed of a temper, the office-clerk's cup is full to the brim.

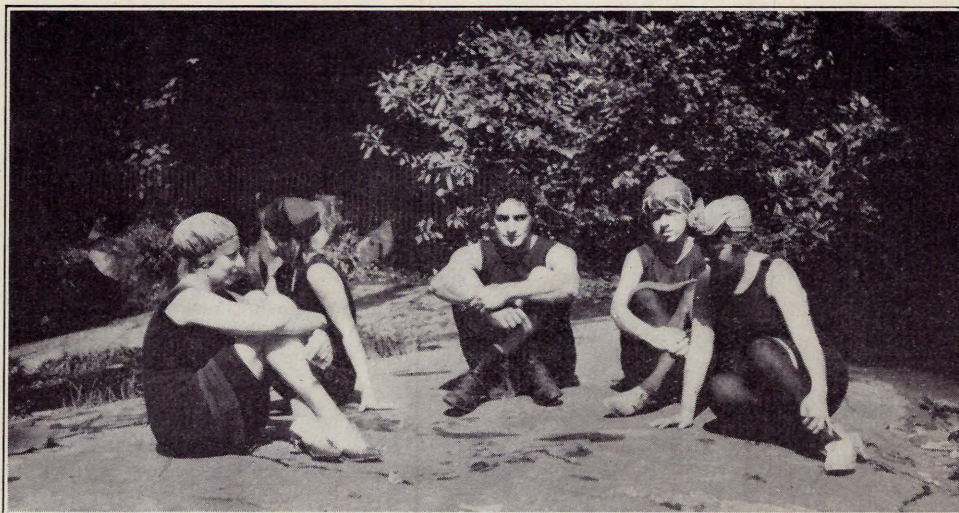
Not so with the work of the sales-clerk. The mind is kept constantly on the alert by the varying demands of the patrons, which leaves little room for boredom. Then, too, the contact with the ever-changing clientele is stimulating, as well as broadening; and all one's good qualities are brought into play as would hardly be possible in any other position. The instant response to perhaps unexpected courtesy on your part, is a reward in itself and a stimulus to further efforts. Unreasonable patrons should be merely looked upon as an opportunity to exercise self-control and of doing a hard job well. There is a human recompense in this work, almost totally lacking in the average clerical position.

By boosting sales-work, I do not mean to belittle that of the office-clerk; but I do wish to impress upon the minds of the sales-clerks that the positions they fill are very important—in fact, are a most essential factor in the progress of the store.

But of course, there is room for improvement, and as already stated, that improvement can come most readily in a changed attitude on the part of the sales-clerk toward her work. If she takes a greater interest in her task, makes the interest and welfare of the firm her own, and comes to view her work in its true light,—greater efficiency will result for the company, and the sales-clerk will benefit proportionately.

"The Optimist looks into the darkness and sees a light—that is not there—and the Pessimist blows it out."
—Selected.

"AIN'T NATURE GRAND."



Mr. and Mrs. E. J. Kaufmann, Miss Kitty Taylor, Department S, Miss Harrison, Department W, and Miss Dwyer, Eighth Floor.

Mr. and Mrs. Kaufmann spent a whole day at the camp during the past season and participated in all the sports and fun offered. A swim in the morning, a lunch, tennis and tramping in the afternoon, and a delightful motor ride to the city in the evening.

TRY THESE THE NEXT TIME.

To be able to describe an article accurately, and in words that are correct and varied, is an asset in salesmanship quickly recognized by the customer. Of course there is nothing more expressive than slang for a certain class of customers, but for a certain other class it is bad policy to use it. Here are a few synonyms for the time-worn slangy expressions that we are in the habit of using:

Cheap: (This word offends many customers) say: inexpensive, splendid value, or excellent quality for the price.

Swell: say: distinctive, clever, fashionable, becoming.

Awfully: (An awfully pretty shoe is incorrect) say: decidedly, unusually, extremely.

Lovely: (Much overworked) say: graceful, attractive, appealing.

New: (Too much used, may be prolonged by such terms as:) It is fashion's latest, just arrived, very latest.

One of Our Best Sellers: (Is trade slang and is out of date) say: In great demand, very popular, much wanted.

Nifty: (A slang term that has no place in modern selling.) These words are better: Smart, desirable, dainty.

Something for You: (Should be buried and forgotten, a very bad habit among salespeople) say: Good morning, have you been waited upon? What may I show you?—"Dynamo," J. C. Penny & Co., N. Y.

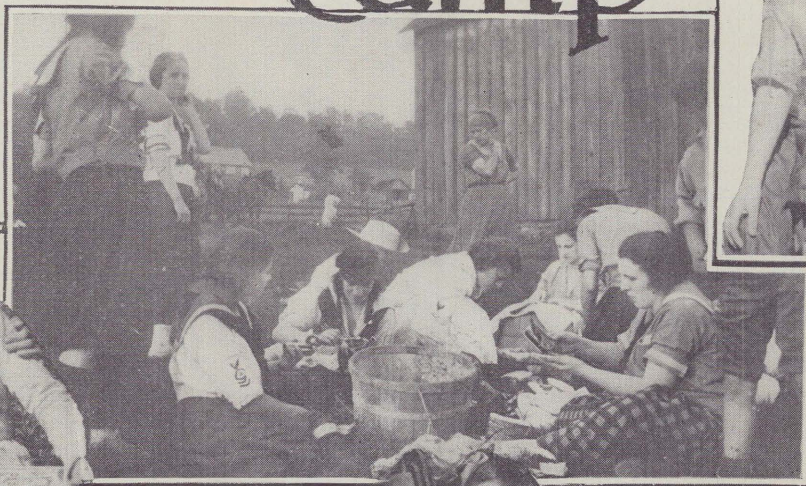
Your friend is the man who knows all about you and still likes you.

No man has ever persistently put forth his *best* effort and failed; for a man's *best* will *always* bring success if he will *stick to it*. Failures are mostly due to an attempt to arrive at success by the shortcut route.—*The White Star*.

Many a live wire would be a dead one if it weren't for his connections.—*Manila Bulletin*.

Have you noticed the prominent part "I" plays in "initiative?"

Snapshots at the Camp



THE FASHION SHOW.

BY MARY HALL ESTEP.

Soft music, bright lights, beautiful women,—all at once, in one place on the eleventh floor.

"Vanity, vanity, all is vanity," saith the preacher, but I am sure that even the preacher would have enjoyed it, even if a bit surreptitiously for the music was not too jazzy, the lights not too bright, the women, but I can't say not too beautiful, just beautiful enough.

As usual, the show of fashion was a real success, as the large and appreciative audience at each pantomime would testify. One could philosophize to a great extent on such a thing as a fashion show, but why bother? We all enjoy it; that's why we go, so we shall let it go at that. It is curious though to see the different expressions on the faces of such mixed audiences, some cynical, critical—yet they were there to see what could be seen—some so blasé and tolerant, others so wistful and admiring. For a Fashion Show is Fairyland, and we, of the wistful expressions, frolic to our hearts' content; for during the hour or two we are witnesses, we are the ladies of fashion, pampered and beautiful, and the world is at our feet.

The morning gowns were very pretty. We could feel ourselves fresh from our bath, in clinging gown, lounging around in the late morning, leisurely reading our mail, or engaging in pleasant telephone conversation.

The sports clothes were attractive, and be we long or short, fat or lean, we can see ourselves looking very chic, thus attired. And so we go on, trim in our shopping clothes, dressy in our fussy suits, just right in our afternoon gowns.

The furs, so luxurious, swathe the neck in such warm softness. Surely no influenza could enter there—only from the knees down, and we must admit the length of the skirts was perhaps, just a trifle "ultra."

All was topped off by the gorgeousness of the evening creations, radiating wealth and festiveness, which put a delightful taste in one's mouth for leaving.

Clothes do not make the man or woman, but they are quite a satisfaction, aren't they?

DO VS. IF.

Here are two of the smallest words in our language. They go in opposite directions. Those who use "if" never get anywhere.

Those who think "do" are the ones who get ahead and accomplish things.

"If" means uncertainty—delay.

"Do" means action.—*Topics.*

CULTURE CLASSES.

Registrations for the season's Culture Classes will be received throughout the week of October 11th. All employees wishing to take advantage of the free classes in Social Dancing, China Painting, Sewing, English, Physical Training and Violin must apply in person to Miss McKenzie in the Recreation Room between the hours of 11 and 2.

Competent teachers, specialized in each line of study, will instruct the classes and should a sufficient number of employees desire another course, not included in the curriculum, arrangements will be made for same.

BIG SEASON FOR KAUFMANN QUARTETTE.

Beginning with the opera "Ruddygore," last Thursday afternoon, the Kaufmann Quartette, under the direction of Walter C. Steinecker, opened a musical season brimful of entertainment. The entire program is not quite prepared for publication, but it will appear in full in the next issue of the Storagram.

Artists in musical and literary lines have been engaged and the season's program promises to be one of the best and fullest ever planned.

During the summer months the Quartette was very busy with engagements in Washington, Pa., Connellsville, Pa., Meadville, Pa., Somerset, Pa., and Greensburg, Pa., which took a great deal of their time, not to mention engagements in the city.

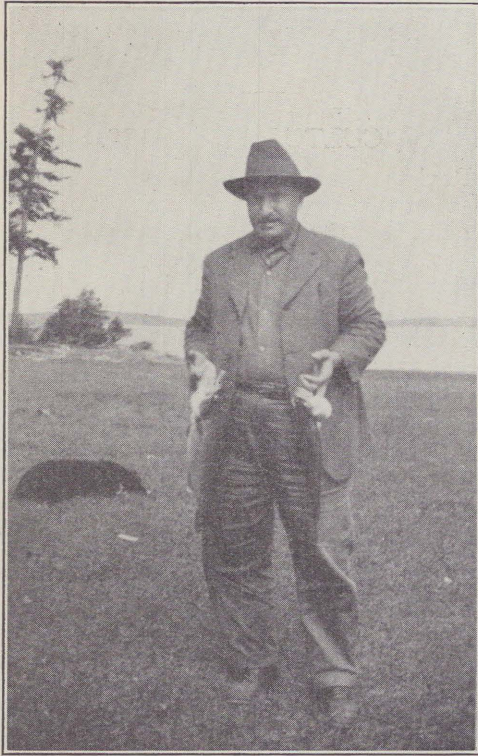
Mr. Steinecker, while he continued his work, suffered a very painful operation in the height of the season. He is almost his healthy self again. We asked him why he didn't take a rest after coming from the hospital, and the only reply we got was, that there "was no rest for the wicked," and anyhow he didn't have time to get sick.

"Information given out here?" asked an excited traveler as he rushed to the Bureau of Inquiries.

The tired attendant looked at the traveler and replied:

"It has."

EVIDENCE.



Absolutely! We'll believe every "fish" story you tell us, Mr. Adelsheim.

LET'S PAT THEM ON THE BACK.

It is rumored that a new club is on the way to organization. That in the next week or so we will hear of great things from the inspector-cashier group of girls. We are not free to tell you all about it, but if you ask one of the following maybe they'll tell you everything:—Marie Meyers, Pauline Angst, Elizabeth Schmitt, Eva Carr, Mary Cafferty, Marie Sehn, Helen Cella, Rose Bednarko, Marie Flaherty, Viola McGuire, Mary Cassidy, Mathilda Schmitt, Mary Jukes, Mary McTeague and Katherine Meunsterman.

The inspector-cashiers surely need "patting on the back" for the way they took care of the exceptional business in the Infants' Department during Baby Week. Work piled "sky-high," everybody was busy and busier than anyone else were the girls at the wrapping desk. Just to show you how pleased we are with them we'll tell you their names: Miss Elser, Miss Cella, Miss Sehn, Miss McCaffrey, Miss Shaeffer, Miss Mathews, Miss Newmeyer, Miss Reuss, Miss Schmidt, Miss Flynn, Miss Meyers, Miss Spratt, Miss Scully,

Miss Sparkenberger, Miss Collins, Miss Brinkley, Miss Laeng, Miss Isherwood, Miss Zacher, Miss Baker, Miss Dear and Miss Frederick.

"Success" is spelled with seven letters. Of the seven, only one is found in "Fame" and one in "Money," but three are found in "Happiness."—N. Y. World

A PLANNED DEPARTMENT IN ACTION.

All through the house we have been hearing things about the new Planning Division, hearing about the wonderful strides that it is making in the efficiency of the Shoe Department, about the system and co-operation among the salespeople and heads of the department, and still work of the Planning Department is something entirely new to most everyone in the store.

The department was organized several months ago with Dr. Lyans as its head, Miss Mary Stephens as his assistant and Miss Louise Stephenson and Miss M. E. Webster as Planning Supervisors. The first department to come under the supervision of the Planning Department was the Shoe Department. Miss Stevenson was placed on the floor, saleswomen were assigned to special locations, stock was divided into groups, and efficient methods were enforced to bring about the change that is at once noticeable in the department.

There is a decrease in the number of shoes returned, mismatched. There is a bond of fellowship between the employees that is not to be found so developed in any other department of the house. There is a spirit of co-operation, fostered by Miss Stevenson, that repays in part the work and energy expended in the section.

The department meets once a week to discuss checks, stocks and urgent business. Ideas are advanced, plans made for the next week, suggestions made for the advancement of the department, personal experiences with customers related, questions asked and a short talk by Miss Stevenson embodying the business of the morning.

The Planning Division has not finished with the Shoe Department, but if the remaining changes are as effective as those already made, the department will be one of the most thoroughly organized in the store.

DO YOU KNOW THEM?



Barney Goldstein, whose brother, Abe Goldstein, is a salesman in the Boys' Clothing Department, made a visit to this department some time ago. He met everyone in the department and then drew this cartoon.

Mr. Goldstein is a graduate of Carnegie Tech, and during the years of his course at Tech worked at special times in the store. He is well known and while we don't agree with him on some of the characterizations, we must admit they're good.

MISS McKENZIE TELLS OF TRIP TO CANADA AND NOVA SCOTIA.

My vacation started the second week in September. We closed Camp Labor Day and in a very few days everything was packed and put away for another year. All summer I had looked forward to visiting the land of my birth, Nova Scotia, Canada. "Breathes there a man with soul so dead who never to himself hath said, this is my own, my native land."

The first stop on my trip was at Boston, Mass., "The Hub." I had been there several times, so the place was somewhat familiar. Had only a few hours to spend so I visited Jordan, Marsh & Co.'s department store part of the time and was shown the Employers' Recreation Library and Dining Rooms.

I had always wanted to visit Provincetown, Mass., and now was my opportunity. It was a very quaint, old-fashioned town on Cape Cod—the only industry—fishing. The town really consists of two long streets extending from one end to the other. It was the landing place of the Pilgrims in 1620. "The Pilgrim Memorial Monument" on Town Hill commemorates that event. The view from the top of the monument is superb—one can see many miles out at sea. Cape Cod is spread out just like a map. Many artists spend their summers there—in fact there is quite a colony of them—and they find plenty material—the water front, the beach—summer cottages—light houses—life saving stations—fishing vessels and quaint old houses. The fishing there today is done by the Portuguese.

Returned to Boston by boat—had a very rough trip. Left next day for Yarmouth, Nova Scotia, on Steamer Prince George, the trip lasting eighteen hours; the sea was rough, but it was a pleasant trip. I saw one of the most beautiful sunsets that night—it is impossible to describe it.

After an all-day train ride along the Bay of Fundy, through the Annapolis Valley, "The Land of Evangeline" made famous by the poet Longfellow, a stop at Annapolis Royal founded in 1605, I arrived in New Glasgow, Nova Scotia, where I lived as a child, and where I went to school.

I had only expected to spend a day there looking the place over, having been away so many years but some old school friends insisted I spend some time renewing old friendships so I had a delightful visit of almost a week in their homes. Next I visited relatives in St. John, N. B., for a few days; while there I ate Moose meat which

is as good as tenderloin beefsteak. They had it for sale in the markets. Hunters from United States go to New Brunswick and Quebec to hunt Moose. My next stop was the City of Quebec—the journey from St. John, N. B., to Quebec, was full of interest—we passed through a wild, picturesque country—the coloring of the leaves was beautiful—all shades of yellow—orange and red. Hunters were returning to Quebec with birds and deer. One man had 4 deer he had shot. I only spent one day in Quebec—wish it could have been a week—there are so many places of interest to visit—it is a very old town, founded in 1608. Almost all the people speak French. It is situated on the St. Lawrence River. I took time to visit Montmorency Falls and St. Anne De Beaupre.

Very few taxicabs are used in Quebec. The public conveyance is the "*caleche*", a vehicle on two wheels drawn by horses. Sight-seeing and private autos are in use. I also noticed on the city streets two-wheeled carts, used for hauling such as were in use on farms years ago.

I spent only a few hours in Montreal as I wanted to go to Toronto; I noticed the "*caleche*" in use there too, but I saw by the papers that they had started to use taxicabs. The last day of my vacation, I spent in Toronto, Ontario, part of the time being spent in T. Eaton's and Robert Simpson's Department Stores. Returned to U. S. A. by way of Buffalo, New York.

N. M. K.

RECENT PROMOTIONS.

Miss O'Ranak was transferred from clerk in the Victrola Department Office to Victrola saleswoman; V. Fife from H Dresses Stock to clerk in Bookkeeping; F. Wallace from training department to supervision in the Bureau of Employment; Lola Bison from clerk in J Shop to tracer in B of L; R. Kraus from B Hose to W. Lace Curtains; Helen Crissman from O Patterns to O Notions; Ruth Bartosh from E Alterations to sales in M Silks; M. E. Carey from S Contingent to J W Basement; A. McGuigan from O Notions to B Hosiery; M. Cohen from wrapper to sales in A H; C. Ryan from inspector to M F Basement Cashier; S. S. Sigal from stock in A H to sales in Z Sporting Goods; A. Bodine from receiving clerk in M & R to Mrs. Solomon's Assistant in the Basement; Koenig, package boy in the transfer department, to inside delivery and A. Graham from Credit Cashier to clerk in bookkeeping department.

FAMILIAR FACES IN MILLINERY CLOAKROOM



Left to right:—Miss Rebecca Evans, Miss Margaret Bentheimer, Miss Peggy O'Kane, Miss Fanny Sanderson and Miss Lena Tremel.

TRAINING DEPARTMENT NOTES.

Miss Webster, after completing a stock record system for the book department, was transferred to the Planning Department, where a similar system is being worked out for keeping track of the shoe stock.

Miss Hudson, formerly instructor of inspector-wrappers, and cashiers, has been made head of that division of service and is now busy with problems of administration as well as instruction.

Miss Wallace is now in charge of all contingent and extra help in the store, recruiting her forces, in the employment office, and making her daily assignments to the needy departments. An important part of this work is studying the individual fitness of the members of the group in order to place them permanently in departments, where they are most eager to work and where they give the best service.

VOGEL—LAUTMAN.

The engagement of Miss Eva Vogel, daughter of Mrs. Henrietta Vogel, of Forbes Street, and Mr. M. E. Lautman, son of Mr. and Mrs. E. Lautman, of Brooklyn, N. Y., has been announced. Miss Vogel is supervisor of Junior Help in the Bureau of Employment, and Mr. Lautman is Merchandise Manager of O Departments and Oriental Buyer. The date of the wedding has not been selected—Congratulations.

Mr. Pester—Eight hundred dollars for a fur kimono! I won't stand for it. Who ever heard of a fur kimono?

His Wife—It's something new this season. It's an Eskimono.

ANTI-FOREIGN.

Said Jim McGee in a talk with me: "I'm nobody's fool you bet!

As a working man, I follow the plan of wantin' what I can get.

I work for pay, an' I'm free to say that money's a thing I like,

But I do object to a dialect in the fellow that calls a strike!

"I'm willing to fight when I know I'm right, an' the fightin' is on the square.

There are times I shirk when I ought to work, but I guess I am human there.

I've been to school and I ain't a fool, I'll get while the getting's good.

But the Flag of the Free is the flag for me an' I'm wantin' that understood!

"I'll stand in the ranks with true blue Yanks, but not with the Huns or Greeks.

I'm through with the cuss that would make a fuss and only a jargon speaks.

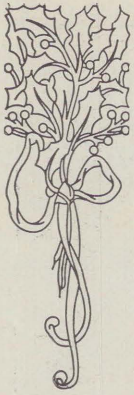
As a working man, I'm American, today and tomorrow too,

And I won't respect any dialect that tells me what I must do!"

—EDGAR A. GUEST.

NOTICE—MEN!

An excellent way to freshen a suit which has become shiny from wear is to take a thin piece of muslin and wring it out in clear witch hazel, lay it on the right side of goods, hold a flat iron over it and bring up the steam. Now turn the goods wrong side up and press the muslin dry. You will find the gloss has been removed and the suit will look like new.



THE EDITOR'S

Charlotte Piper

C. J. Hanlan

Ruth E. Teb
ASSOCIATE
Joseph Meyers
ADVISORY

O. C. Lawler
Nettie McKenzie

Ella M. Hyde
A. B. Keuhn

J. E. Priddy
Frank Callahan

Harry W. Kenn

Greetings!

Better late than never—but better never late.

In making up for the missing edition for the month of September the Storagram has almost doubled its size.

Now that we are all back from our vacations and all back at our bread earning labors, it's time to talk shop. To plan for all the things we are going to do this fall and winter, and maybe look a little farther ahead and plan not to go to Atlantic City next year but to visit the Kaufmann Summer Camp. The others must have had lots more fun there than we had at the shore. They couldn't all be "spoofing."

Miss McKenzie is back.

Watch the Personnel Department—it's doing big things.

The holidays are coming, the store is preparing for the biggest business in all its history. Have you made plans as to how you will assist in reaching the 100% mark in your department?

Again we say:

Greetings.

THE monthly meeting of the Buyers and Managers was held Friday evening, September 24th, following dinner in the store dining room. The meeting was attended by more than one hundred buyers and managers. The talk of the evening was given by Mr. Mundheim, who has recently returned from abroad, where he acted as buyer for nearly every department in the store.

Mr. Mundheim began his talk by congratulating the heads on their increase in business during his absence and admonishing them to get in earlier in the morning. Step by step he told of his trip in France, Germany and London. He recounted incidents of humor in business methods in foreign cities. He bought millinery, lingerie, gowns, furniture, pocketbooks, wraps, hosiery and gloves in France. In Germany he purchased pocketbooks, gowns, blouses, linens, hosiery, shoes, woodenware and gloves. In England he placed large orders for furniture, gloves, brushes, blouses and numerous other merchandise. Verily, he became a general buyer for all departments, and as he himself says, he's a good one if the merchandise comes in just as he selected.

Following the meeting most of the men adjourned to the Fashion Show, where sights of interest met the gaze of men not at all interested in the suit, coat, dress, gown, wrap, millinery, shoe or glove industries.

MANY throughout the store will be sorry to hear that Mr. Johnson, former editor of THE STORAGRAM, has left us. He will teach in one of the schools of the city. Everyone wishes him the success that is bound to come to him.

OWN PAGE



bets, Editor

EDITORS

Mary Hall Estep

Earl S. Land

Mrs. T. L. Hale

BOARD

Marry V. Nugent

B. T. Smith

Edith Ehrenfeld

Catherine Malley

Jacob Alwes

Mathila Minch

edy—Artist

WITH all preparations made by Mr. Meyers, the first Fall meeting of the Service Organization could not help but be a success, if attendance and formation of plans for the betterment of the store are to be considered. Following the dinner the meeting was called to order by Mr. Cummins, president of the organization. New members were formally introduced, and their respective duties explained.

The first talk of the evening was in the form of a short acknowledgement by Mr. Green, new assistant to Mr. Kerngood, of his formal introduction. This talk was followed by an address from Mr. Hanlan, who dwelt on the delays in departments and their remedy. Several questions were asked and plans discussed for elimination of all delays.

Mr. Philson spoke on the responsibility that rested on the employees at the service desks and asked that particular care be taken in the cashing and identification of checks.

The address of the evening was given by Mr. E. J. Kaufmann, who chose as his topic the wave of prevalent indifference. He spoke at length on the remedy for this evil, and explained where heads of the service department were at once the cause and remedy in their own departments. The talk beside being practical was inspiring.

Mr. Priddy, of the General Office, dwelt on the effects of carelessness in his department, particularly of illegible hand writing. Its cause and disastrous effects. He asked that the heads of the service association co-operate with him at all times but especially during the coming season. Bad writing is the cause of most delays in departments and much of the irregularities appearing in the bonus checks. Credit is not given to the salespeople when writing is indistinct or illegible.

(Continued on page 14)

AS we go to press the Personnel Division is moving to its new quarters on the Eighth Floor. The Employment Bureau, Training Division, Planning Division and Record Office are undergoing a change in position and personnel. The Time Keepers Office will be moved into closer touch with the Record Department of the Employment Division and the Entire Eighth Floor will undergo a complete arrangement. Many new changes have been made throughout the divisions, and a new method has been introduced dividing the Employment Bureau into four sections. Miss Jamison has charge of the sales people; Miss Vogel, the junior help; Miss Ebeling, the office help, and Mr. Green, General. Miss Wallace, formerly with the Training Division, will take charge of the placing of the contingent and extra help. Miss Curtin, formerly of the Sixth Floor Credit Office has been promoted to the Employment Record Division and Miss Maloney will act as direct assistant to Mr. Kerngood, director of the entire Personnel Division.

New offices, class rooms and waiting rooms have been arranged on the Eighth Floor, and the work will be conducted with the most modern and scientific methods known. Preparations have been made to take care of all applications that will come in during the extra holiday business.

Since last issue Mr. Green, former professor in the Illinois University, has been added to our Employment Bureau staff, and Miss Mary Hall Estep, who will take care of all applications.

Big things are expected from this part of the Personnel Division and startling things are bound to occur with such a competent and efficient management to handle all the work.

Genius is 10% Inspiration and
90% Perspiration.

FOREWARNED IS FOREARMED.

N. J. MISS QUINN, R. N.

"Grippe, Colds and Tonsillites" are infectious diseases, and if you know of any employee in your Department who is sick, and is working, persuade them to visit the doctor. If they refuse to do so, report the names to the hospital on the Eighth Floor, and Miss Quinn will give the case immediate action. Failure to do so may jeopardize your own health.

The Medical Department recommends that "The Big Store" employees take immediate advantage of the following health suggestions and train your body to resist colds:

Plenty of fresh air is one of the best preventatives of coughs and colds which are so prevalent in the Fall. A good brisk "hike" will do much to ward off this unpleasant infection which so often paves the way for serious disease.

Keeping one's feet dry is a precaution that many persons overlook. Late hours and poorly ventilated places of entertainment tend to lessen resistance.

Go to bed early; get eight hours sleep; if you miss part of it make it up the next night; sleep with your windows open.

Eat regularly; drink cool water frequently *between* meals, and moderately *at* meals.

If you have the least sign of a cold take a purgative; also take a level teaspoonful of baking soda in water frequently.

Take a hot bath; drink hot lemonade and go to bed.

Keep the skin active by frequent bathing, preferably a hot bath three times a week and a cool bath followed by a brisk rub daily. Never bathe for at least an hour after eating.

If you have a headache; if your throat feels sore, or if your muscles ache, don't fail to see the doctor.

(Continued from Page 13)

Mr. Strazza, of the Packing Department, spoke a few words on the wrapping of gift packages and on the results of his trip through the Eastern and Mid-Western states. Miss Dredge told of the work done by the Training Division and mentioned a few of the plans for the future. Miss Dredge is an ardent believer in the method of doing the work first, then telling about it, not telling about it, then hoping that it will be done.

The final talk of the evening was made by Mr. Oliver Kaufmann, it was short and

to the point. He advised that all departments make preparations for the holiday business and that each section would be studied so that the most efficient methods would be used.

The new members of the Service Association include: Mr. Lederer, Mr. Schroth, Mr. La Place, Mr. Stewart, Mr. Gaither, Mr. Sexton, Miss Rogner, Mr. Terry, Mr. Cohen, Mr. Lemmer, Mr. Wagner, Mr. Cornell, Mr. De Viney, Mr. Danner, Mr. Dinsmore, Mrs. Zollars, Miss Nolan, Miss Williams, Miss Carpenter, Miss Killmeyer, Miss Siegert, Miss Horne, Miss Curry, Miss Sprinkle, Miss Scandalalia, Miss Crowley, Miss Hudson, Mr. Rawlins, Mr. Muenz and Mr. Katz.

THE BETTER JOB.

If I were running a factory
I'd stick up a sign for all to see,
I'd print it large and I'd nail it high
On every wall that the men walked by,
And I'd have it carry this sentence clear:
"The better job that you want is here!"

It's the common trait of the human race
To pack up and roam from place to place;
Men have done it for ages and do it now,
Seeking to better themselves somehow;
They quit their posts and their tools they
drop

For a better job in another shop.

It may be I'm wrong, but I hold to this—
That somewhere something must be amiss
When a man worth while must move away
For the better job with the better pay;
And something is false in our own renown
When men can think of a better town.

So if I were running a factory
I'd stick up this sign for all to see,
Which never an eye in the place could miss:
"There isn't a better town than this;
You need not go wandering, far or near—
The better job that you want is here!"

—Edgar A. Guest.

WANTED A NAME.

The Wrapper-Inspector-Cashier Club is in the market for a name. All suggestions are to be sent to the Storagram Office, or given to Miss Vogel. If you have an idea, tell 'em about it.

ADVICE TO THE LOVELORN.

BY HARRIET HANSON HAYS.

BROKENHEARTED.

DEAR MISS HAYS:

I am a girl eighteen years old, have dark brown eyes, fair complexion, and brown hair. Do you think I am pretty? Do you think my feet are too big? I wear size 7 shoes. I am five feet tall and weigh two hundred and fifty pounds. Am I too heavy? I am in love with a boy fifty years old. Is he too old for me? He has red hair, crossed eyes, a pug nose, false teeth, and chews tobacco. Do you think he is good-looking? I love him very dearly but my love is not reciprocated and I know that if he doesn't marry me I will have to take sarsaparilla or something to commit suicide. Kindly advise me what to do. Can you tell me the meanings of the following names: Pat, Mike, Isadore, Lizzy, and Katy.

BROKENHEARTED.

Yes, you are pretty but your feet are two sizes too large for your height. My advice to you would be to roll on the floor fifty times morning and night and live on iced-tea without sugar and dry bread.

I'd love to see your fifty-year-old boy. From your description he must be unusually attractive. Earie, what's the secret of your love? You must be in need of a square meal or someone to pay your rent. At all events I must say that your aesthetic sense as well as your affections must have had a unique cultivation. I know of nothing better for you to take than sarsaparilla. Pat, noble; Mike, like the Lord; Isadore, fond of two and three-fourths per cent.; Lizzy, worshipper; and Katy, pure.

Sincerely,

HARRIET HAYS.

M. C. S.

Such a very personal letter as you wrote cannot be published in the "Storagram" but I will endeavor to answer it.

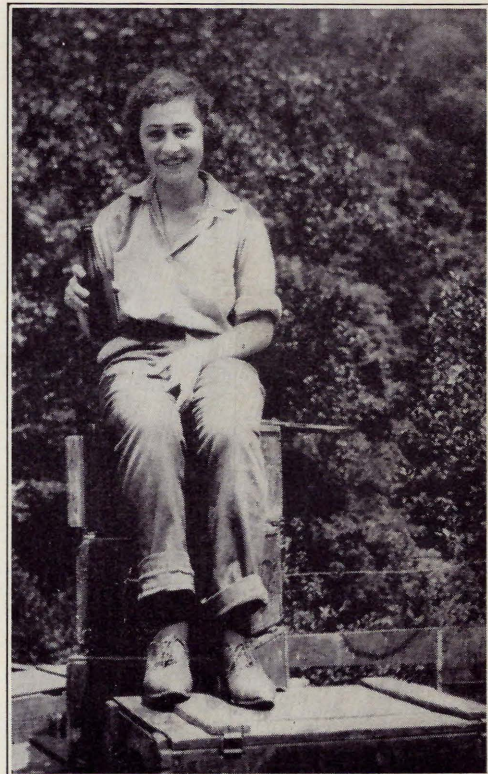
Your experience was a very unfortunate one. If the man is really in love with you I doubt if his mother can keep you separated long. You are both under age and don't you think it would be advisable to wait until your minds are really settled? If you are a nice, discreet girl I see no reason why his mother should object. The best thing for you to do would be to win the mother's affection first; the rest will come easy. However do not waste your

life waiting. Associate with other young men in the mean time and maybe you will realize that the old one doesn't matter so much after all. You know what they say about "There are just as good fish in the sea," etc.

Sincerely,

HARRIET HAYS.

IT'S ONLY COCA-COLA.



BY MISS ANNA WEISS

We have her word for it that the cases contain nothing harmless, but being of the doubting "Thomas" kind we want to know where Miss Weiss got that smile. Take a trip to the Transfer Department and see if she'll give you the recipe.

TO THE GARAGE MEN.

Mr. and Mrs. George Zeigler wish to extend their grateful thanks to you for your sympathy, the outward expression of which was made in the beautiful floral tribute, in their recent bereavement.

MR. AND MRS. ZEIGLER.

A CHIP OFF THE OLD BLOCK



"BOBBIE" HANLAN.

Just a second edition of his "Dad," J. C. Hanlan. Bobbie surely does look as if he were enjoying his "vacash."

PRIZE winners for the months of July, August and September are as follows:

FIRST PRIZE

July—Mrs. Snyder.....\$5.00
 August—Charles Sauer..... 5.00
 September—W. S. Searight.. 5.00

SECOND PRIZE

July—V. Couliff.....\$3.00
 August—C. Stroue..... 3.00
 September—M. Reuscher... 3.00

THIRD PRIZE

July—E. Heil.....\$2.00
 August—M. Snyder..... 2.00
 September—T. Murphy.... 2.00

The suggestion box is always ready to receive all the ideas that any employee has to offer. Even if they are not accepted, there is a feeling throughout the house that anyone who takes the time and trouble to write out suggestions, has the real interest of the firm at heart.

"A wise old owl sat in an oak,
 The more he learned the less he spoke,
 The less he spoke the more he heard.
 Why can't we ape that wise old bird?"

ALTERATION ROOM
RETROSPECT

History is in the making at all times—but it is a record of progress, of work and of striving that makes good history. About thirty years ago the Women's Fitting department was organized. It was located on the Fifth Floor, where four or five employees did all the work. Gradually as the work increased the number of employees grew, and in 1892 there were sixteen workers. Of these two were fitters, the rest seamstresses and errand girls. There were no tailors then employed.

In the spring of the year 1893 Kaufmann's bought the old Power Hall, the former home of the Pittsburg Dispatch, and the fitting department moved to the seventh floor of that building. Soon more room was needed and a large space on the tenth floor was secured.

About ten years ago the large presses and electric irons came into use in the department. Their improvement over the old style gas heated irons of former years was noted in the increase of work that was turned out and in the saving of time and energy.

The frequent change in styles brought many new and difficult alterations, although women's styles have been evolutionary. The hoop skirt of fifty years ago was present this winter in modified form, and so the semi-fitting, the loose-fitting, the strictly tailored, short and long models, trains, and cape and blouse effects evolve in a circle, and though seemingly many new styles are introduced, and many years pass between the repetition of styles, we find, if we look back that the latest styles bear close resemblance to the earliest.

At present the women's fitting department is located on the eighth floor, where one hundred men and women are employed. While there are some Russians, Italians, Hungarians and French scattered through, a large percentage of the employees is American.

The department turns out more than a thousand garments weekly and is certainly second to none in the city either in size or in quality of its workers or workmanship.

And so again we say that the history of the fitting department is good for it chronicles the actions of men and women who strove to do good work and to progress in the passing of years.

—Contributed.

A RHAPSODY.

A bite to eat—
Some shredded wheat,
And then
An egg or two;
The morning news,
A quiet snooze,
And lo!
The lecture's through.

A little bluff
On learned stuff,
Ho, hum!
It's not bad fun;
Somewhat a bore,
But nothing more—
And soon
The section's done.

A question sheet,
A survey fleet,
And then
A muttered "Damn!"
Three hours there
In wild despair,
And lo!
A flunked exam.
—*Harvard Lampoon.*

FAMOUS SAYINGS OF FAMOUS PEOPLE OF THE GARAGE.

Freeman—"Three cars a week."
Counahan—"Do you ever think you'll amount to anything."
Kaylor—"Shake a leg."
Miss Fisherman—"Receiving record and invoice—do not check."
Zeigler—"Not enough work."
The Operator—"Excuse it, please."
Seidel—"That clock's stopped again."
Mr. Chrisman—"Your barrel of 600 W will arrive this afternoon without fail."
Freundt—"Give me a cigarette."
Everybody—"Is the pay in yet?"

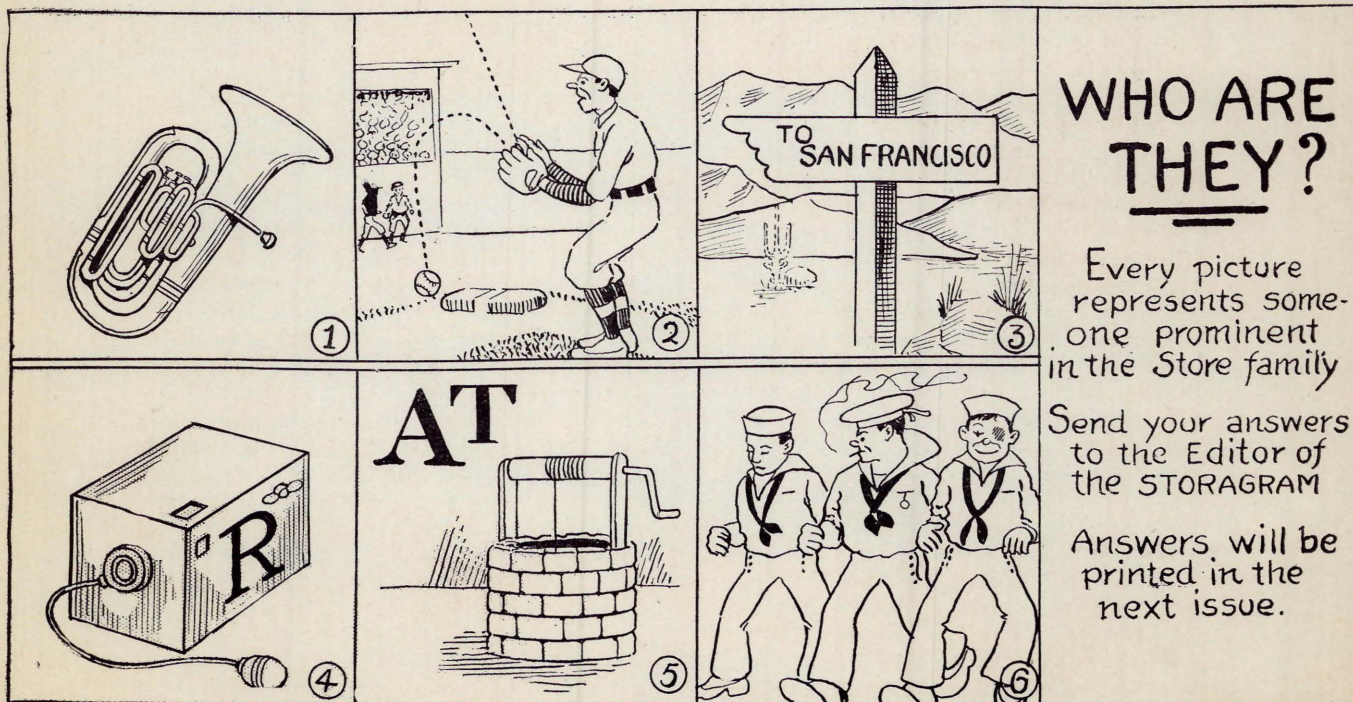
CONTINGENTS WAX POETIC.

The following "poetic effusion" was on Miss Wallace's place card, used at a luncheon given by the Training Division in honor of Miss Harlow:

"I asked for *ten* contingents and you sent me only one!"
"I wanted six contingents and you made me do with none!"
"For goodness' sake—Help!—Help!—and send contingents down to me,
"I simply must have ev-e-ry contingent girl I see!"
Contingents here, contingents there, contingents all around;
They're calling for and cussing o'er. Try serving by the pound!"

Cartoon answers for Last Issue:

1—Starr; 2—Wallrath; 3—Adams; 4—Cohen; 5—Paley; 6—Lippman.



IN MEMORIAM.



MISS MARY WOOMER.

The girls of the Stationery Department were deeply grieved at the death of Miss Mary Woomer, who died August 11th following an operation in one of the local hospitals. Miss Woomer had been with the store two years, and at the time of her death was on her summer vacation.

Miss Alice G. Kenny, of 5704 Darlington Road, former assistant buyer in the Glove Department, died August 12th. Miss Kenny had been in the service of the firm since February, 1914, and was one of the most capable and efficient workers of the first floor. She took ill in January and from then on until the time of her death, suffered from one of the most peculiar diseases known to physicians. Miss Kenny was beloved by all who knew her and she has been sadly missed by the girls in the Glove Department. In losing her they have lost an able business woman and a charming friend.

After an illness of less than a week, Leo F. Maloney died September 17th. Mr. Maloney was employed with The Big Store since November, 1917. He formerly worked in the 5th Floor Delivery Department as router. In April, 1920, he was transferred to the Basement Delivery.

Ordinarily healthy, Mr. Maloney's death came as a shock to his co-workers. He was the life of the Delivery Crew and was the chum of all the boys in the Department. He was the brother of Miss M. A. Maloney, of the Employment Bureau.

Mr. Keogh and his staff express their sincere sympathy for the bereaved family.

A FATHER'S LETTER TO HIS SON.

The following letter was handed to Mr. B. T. Smith by Gordon Botsford. The father was long associated with Mr. Smith as salesman; and he was very successful until he chose to retire to a Florida farm about a year ago. We publish this letter because of its unusually valuable suggestions coming from one of our own veterans to one of our own beginners.

ORLANDO, FLORIDA,
P. O. Box 134.

MY DEAR SON GORDON:

We received your letter and as usual were all glad to hear from you. I am personally delighted to know you have the honor of being a part of the greatest furniture sales organization in the world. You may travel from coast to coast, or from our country to any foreign land, and I believe honestly and sincerely the equal you will not find. You are now in the college where salesmanship is taught in the highest degree, where if you will be a close observer you will receive a knowledge that will stand the acid and saw test the world over; as much as Yale, Harvard or Princeton will do for the young man of today. True, furniture salesmanship is not a position of laborious tasks, but rather a profession. I trust that the following lines may be of value to you in your work.

First, is the confidence you have in the institution you represent, and the merchandise you are selling. You must believe that your furniture is made better and of better material and is offered for less money than that of your competitors; and be so honest in this belief that you can say to your customer, "If I honestly believed that any other store could sell you this high grade of goods for one cent less than the price we have here, I would feel it my duty to change my position to that store."

Second: remember that in this 20th century there is no room for the man who is a leaner. There are only two classes of men; you are either a lifter or a leaner, if you are a leaner you are a detriment to your employer and a curse to yourself. A leaner is

a man who is always complaining, he always has a kick about the things that are not running smoothly and is slow to improve conditions. He has the impression that the world owes him a living, and he is willing to live on the fruits of his fellowmen's toil.

The man who is a lifter is the man who is always looking for the best interests of his employer, is willing to do anything in his power for the organization that he represents, is always courteous to a customer, whether she purchases or not, and above all when she is purchasing an inexpensive article.

Remember this, you are working in a department store and while you may not be able to sell "him" or "her" in your department "he" or "she" may be a good customer in a dozen other departments.

Study the goods you are selling and never misrepresent them, as that is not the policy of the house. Never allow anything that a customer asks you to do to be any trouble to you, but rather make her feel that anything she asks will be your pleasure, and you will build for yourself a following that will make your services indispensable.

I will now give you one of the don'ts. Don't boost and hammer each piece of furniture you show. Give an intelligent description of the pieces that you show and watch closely the one your customer is partial to and then drive the nail home.

Hoping these few words on salesmanship may help you and wishing you God's speed, your Mother joins in sending love,

Your loving father,
H. C. BOTSFORD.

INSIDE OBSERVATION ON STORE LIFE.

All executives are important when it comes to pleasing those with whom we work; but somehow for those who sell it is universally true that to please the manager-buyer means most. So be cheerful, never guess, be ever ready, pitch in and help even if it is not yours to do, make suggestions, keep generally posted, know your merchandise, then the buyer can have but one opinion of you, and you needn't worry as to what that opinion is. Work and please the manager directly over you and he will take care of the "man higher up."

RESERVE YOUR OPINION.

Most customers decide, before coming to a store, just what they want. It is therefore bad policy to try and influence a customer with your own suggestion or

ideas. If she opens the way for an opinion from you be ready with a well expressed suggestion that will not embarrass or offend your customer. For as many heads as there are in the world there are so many fixed ideas, and you will find that people as a general rule like their own ideas better than those received from other heads.

THE SOCIAL SPIRIT.

Expression of social interest among fellow-employees is most common these days in the modern department store. It so comes about that in the store news appears a variety of reports of social diversions. With benefit and aid associations, camps, parties, balls, clubs, culture classes, athletic meets, hikes, banquets, theatricals, entertainments and so on, one might naturally wonder if these are not detrimental to good business. But such is not the verdict of the stores in which most of these activities are conducted. It actually would seem to be just the other way around. The social spirit if properly cultivated creates store energy in every individual. It is sure to result in increased business though the dollar-and-cent motive were not the incentive at all.

THE BONUS SYSTEM.

In spite of the occasional inequalities in the bonus system it is in the long run an excellent personal stimulus to a salesperson of any ambition whatsoever.

So long as human beings differ so vastly in ability and application so long will there be the problem of fairness in the matter of payment for services. Those who are in the line for bonuses do well to think of them not only as added money to their incomes but as evidence that they are meeting the firm's expectations.

Nothing adds tone and ginger to one's efforts like the sense of approval, and the bonus is a sign of approval-plus.

PLANNING.

The blacksmith's horse often goes unshod, just as a matter of commonplace. The planning department recently realized that it was time to set about and "plan" for their own department. Just a little tardy, but its planned all right, you may be sure.

The plans worked out by the Planning Department are most helpful in these days of complex organization in big business. Nothing more clearly sets forth the place and relationship of every worker. A departmental picture plan is a stimulus to ambition.

—Contributed.

PERSONALS

FIRST FLOOR

Mr. Adelsheim is back to the store again after four weeks of fishing and "next to nature" life in Canada. He tells a lot of "fish" stories but he has pictures to verify them.

Mr. Gerlack, the assistant buyer of the Silverware Department, was married a few weeks ago. He is settled "nice and cozy" in a bungalow in Mt. Lebanon.

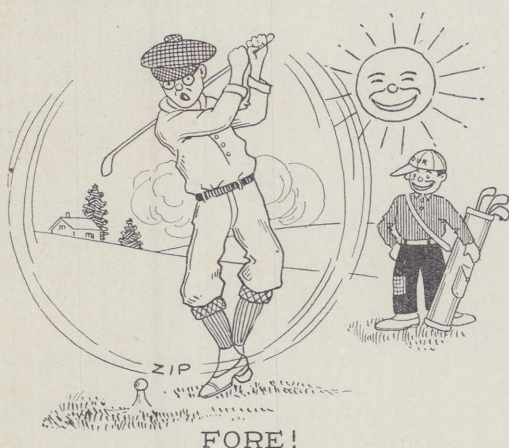
Miss Gibson took a long trip to the West this summer, but she will not tell us a thing about it. En route she stopped at Denver and several of the larger western cities.

Miss Gertrude Wayne left the latter part of September to become the bride of Mr. George Miller, of Iowa, where she will make her home. The shoe department presented her with a silver fruit basket at an informal meeting the morning before she left.

Miss Helen Dobroska, of the Soda Department, just came back. She was burned recently and was at home under the doctor's care.

Mae Rogner has the distinction of being the only woman floorwalker on the First Floor. All who wish to see Mae, go to the Drug Department.

Miss Mary Kerr, Soda Department, has a big diamond ring. The man's name is F. G. Walcherry. Miss Kerr lost her ring and the excitement was immense in the department. Blessings on the head of Miss Chapman, who found it.



Mr. Kerngood believes in putting as much pep in everything as he does in golf. Since national rules have eliminated the "nineteenth hole" we can't imagine what the attracting is for golfers.

Miss "Fix-it," otherwise known as Miss Stevenson, of the Planning Department, is very much in demand in the shoe department. She is help and consolation in all troubles and difficulties.

Little Miss Nacey is one of the prettiest blonds we have on the first floor. We understand she is a regular Theda Bara.

Miss Smiley lives up to her name, her good humor and wit keeps the department in high spirits all day long.

"Popularity" is no word for the prestige that Mr. Mertz enjoys in the shoe department. Next to Mr. Cohen, the buyer, he is most in demand.

Catherine McAllister, of the Silverware Department, spent her vacation in the country. Before coming back to the store she made a visit to Buffalo, Niagara Falls and Detroit.

Miss Anna Haynos, of the Soda Department, will be away for some time. She will undergo an operation in one of the local hospitals.

Miss Jo. Claney, buyer for the Stationery Department, spent a delightful vacation visiting relatives in Chicago, while her assistant, Miss Eva Weitzel, spent her vacation with friends in Detroit.

SECOND FLOOR

Miss Agnes Murray and Miss Clara Schilling have "vamped" two of the former salesmen of the Sporting Goods Department, who are now farmers. Their wives have been carried to such an extent that they have the boys bringing them apples, home grown.

Martin Caplan, of the Sporting Goods Department, is in New York. He is expected back in the first part of next week.

Mr. Elmer Kaufmann and Mr. Reed, of the Auto Supplies, spent two weeks in Atlantic City. They were accompanied by their wives.

Thomas Moran, gun salesman, who left us recently to join the forces of the Honus Wagner Sporting Goods Co., has been replaced by Mr. Markman, formerly with the Wagner Co. It was an even exchange. Mr. Markman surely lives up to his name.

Mr. J. C. Burton left recently for a month's trip to Scotland. He will visit with relatives and friends in that country before returning to the States.

SECOND FLOOR

Miss Rose Gideon, of the Boys' Hat Department, left the latter part of September to be married. Success and happiness, Rose.

Miss Ethel McCarter, of the Boys' Clothing Department, has taken several week-end trips to Youngstown to visit the relatives and friends of her fiancé.

Miss C. R. Russell, of the Boys' Furnishings, has returned to work after a vacation of five weeks in Indianapolis and Kentucky.

Ironclad Hirsch, of the Hotel Henry Social Club, wishes to announce to the members that all sessions will be held on Sundays, at 2 P. M. sharp. For reservations see Goldman, secretary.

THIRD FLOOR

Miss Cress, who is now Mrs. Campbell, left us Saturday, October 2nd. She was in the Misses dresses. We'll miss her of course, but look what she'd have missed if she hadn't left.

Little Lucille Campbell, former wrapper on the third floor, left the department to become a manicurist in the department on fourth floor. She believes in "going ahead."

Miss Berkowitz and Miss Siebert, of J Skirts, took their vacation together this year at Atlantic City. We hear there was something doing on the beach every minute.

J Waists have a new assistant in the department, Miss Mercer. Welcome.

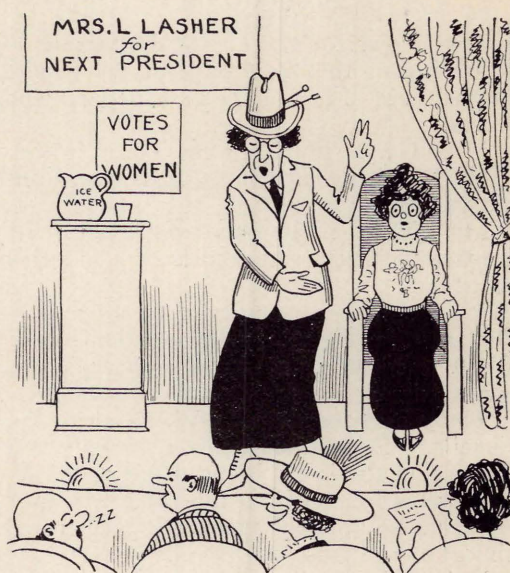
Miss McCreary, of J Skirts, spent her vacation with her family. They toured to Baltimore and from there to Betterton, Md., 'way down the Chesapeake Bay. While in Baltimore Miss McCreary called on the former buyer, Miss Goodman. They lunched together and Miss Goodman sent her love to all her old friends at the "Big Store."

Mrs. Miller left October 2nd for a vacation. She will be in Duluth for sometime before returning to the store.

Miss McGowan, former buyer of furs at Solomon Bibro Co., is Mr. Loeb's new assistant in our fur department. The saleswomen in the department, while very hard to please, are just delighted with Miss McGowan.

Mrs. Little has a brand new pair of shoes, spats and everything, but something is the matter with them. You should see how they make her walk. Of course they're too large.

Mrs. Spitzer has been only one month in the fur department. Welcome.



No man in the store ever had such nice things said about him as did Mr. Marshall, floor man in the Fur Department last week. His ears were sure burning. Couldn't tell you all about them, but see and meet Mr. Marshall sometime and you'll know all of them too.

Mr. Minich has taken the stand of the judges of the court. He says everyone knows he's a floorman so why advertise it with a "frock coat."

Miss Ernst and Miss Freeman have a little secret all their own. Miss Freeman says not to say anything about it yet, just to give her a chance. We can't imagine what it is.

Customers don't feel at home in the millinery department unless they see Miss Smith or Miss King. They have been with the department so long that some women will not buy a hat unless they wait on them.

Doesn't Miss Summers look wonderful in that new black satin with the copper beading? The copper just matches her hair.

The Electrical Department has agreed with our friend Miss Helen Sadler. Because at the present time she is one of the best dancers in the store. Ask her—she will tell you about it.

Miss Link, the O'Cedar demonstrator, has returned from a delightful vacation at her former home. While she was away it was lonesome for "some" people on the Seventh Floor.

SIXTH FLOOR

Miss Rowe, of the Credit Department, is leaving us to take charge of the Credit Department of one of the local department stores.

Miss Gertrude Keefe, assistant in the Club Furniture Department is away on her vacation.

Mr. Lickenbaugh, manager of the Credit Department, just returned from a month's vacation.

Mr. B. T. Smith, buyer of the Furniture Department, is enjoying a vacation in the West. He is heading toward California but is not missing anything on the way.

The genial doorman, L. W. Dean, of the Furniture Department, just returned from a vacation to his old home, Elmyra, N. Y. This is his first visit to the old town since he was a boy of nine years. It had grown almost as much as Mr. Dean.

Irving M. Clarke, just returned from a vacation to New York. The trip was made to meet his son who was to arrive from Mexico. The boat was delayed by storm.

G. H. Vanderslice left the latter part of September to visit in Ohio and in the Eastern cities. His vacation is late but he's going to enjoy it as best he knows. how

Harry Gary returned from his vacation. Harry has a hard luck tale. He had all plans for a wonderful vacation when something happened to his "big toe," and he couldn't get away from the doctor. Harry wasn't spoofing for he is still limping.

Miss Elencwig, of A H, spent a very pleasant vacation in Chicago with her mother.

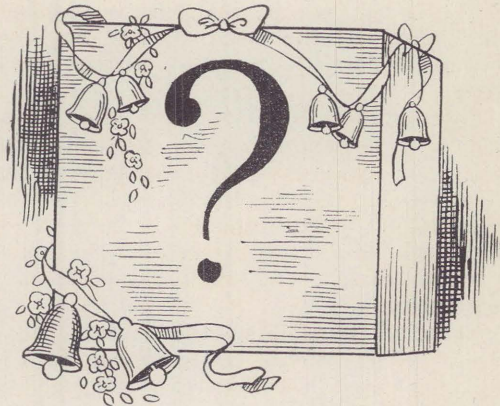
Mrs. L. Lasher, of House Furnishings, is "stumping" in her own Presidential Campaign. Vote for her.

Olive Sims, Linen Department, was married September 8th. She did not come to work that morning and the girls in the department thought she was ill, but not so, for little Olive appeared on the scene at five o'clock in the evening, and showed a wedding ring for her days work.

Many throughout the store will be glad to hear that Mrs. Catherine Proessler, formerly of the C. O. D. office, is getting well. She has gained fifteen pounds. If she keeps that up we'll expect her back soon.

Walter Frame, former artist in our advertising department, left last week to continue his studies in New York. Walter is absolutely girl-proof. Even Earl Land says he is. Earl generally knows.

SURPRISE!



J Coats have something up their sleeves. This is all the information we could get. Tell you all about it next month.

BASEMENT

Miss Mary Young, Department M Silks, Basement, spent her vacation of two weeks at Atlantic City.

Miss Julia Bertrand, of R Basement, is leaving the store to take a special course in school.

Miss Ray Cohen, of R Basement, spent three weeks in New York visiting relatives.

Mrs. Agnes Carothers, of R Basement, has been home sick for the last few weeks. She is expected back at her post any day now.

Miss Henrietta Rettinger, of R Basement, who has been visiting relatives in the state of Indiana, will return in a few days.

Mr. Miles, of H Basement, while on a vacation, "went and got married." The ceremony was performed in Rocky Mount, North Carolina. Congratulations are in order.

Miss Laura Best has returned to the Children's Department, Basement, after a wonderful vacation in New York. Miss Best's return trip was made by automobile and she is some driver. Though no casualties, she mistook a bank for a part of the road.

We understand that Miss Flannery, of Mr. Abbott's Office, while vacationing this summer, lost a wonderful hat. It seems that the hat was lost in the lake. The story goes that Miss Flannery was not alone and that she was in a boat. You can't credit all the tales you hear and even if it isn't true, we like to talk about it.

ALTERATION DEPARTMENT

Mr. Odenheimer is preparing for one of the biggest seasons the store ever had. He is the same smiling personality when business is good or business is slack.

Grace Logue, one of our fitters, was visiting a friend farmer recently. He was proudly exhibiting some of his pigs. "That's the cutest little pig I have" he told Grace. "I call him Ink."

"How's that?" asked Grace.

"Because he's always running out of the pen" was the reply.

Miss Kline, of the Alteration Department, left recently to become Mrs. Landy. The department presented her with a chest of silver and her wedding dress was made by Mrs. Schrader, of the Alteration Room. Miss Kline had a church wedding, followed by a wedding breakfast and a long honeymoon. On her return home she did not forget the people of the alteration rooms, but sent them a large box of candy. Miss Kline was in the employ of the store about five years.

"GARAGE BACKFIRE"

Mr. Reed, of Autos, and Mr. Freeman spent a few days in Cleveland and Akron recently, retiring our cars. They're some bargain hunters.

"Mag" Robinson has been put in a cage but it doesn't worry him a bit. Says it makes him feel isolated and away from the "rabble."

Fahey, Kleiber and Larned have their hands full now overhauling Pierce motors in the motor room.

Dan Hanley is back again. Nuf-ced.

"Pop" Conway and "Sonny" Bradshaw need a boost for the way they are holding up their end of the work in the machine shop.

Our genial friend J. Nort went three rounds in the dentist chair the other day. The last round left him with three teeth to the bad. Too bad.

"Gold Tooth" Kramer cut his arm severely recently. Yes, he'll get better, but he'll never look the same.

The Garage mourns and weeps over the step taken by their friend and co-worker, Harry Yechel. He's gone and got married. Another good man gone wrong.

"Noisy" John Keenan is giving us his interpretation of work. He's got the right idea.

Charles Rose is our new tire repairman. One could almost say he tires to make a living.

ADVERTISING DEPARTMENT

Rumor hath it that Mr. and Mrs. Cash-dollar and Mary O'Donnell, went all the way to Cumberland for some "Honey." There was a breakdown. Mary was well chaperoned—but why should she have to go all the way to Cumberland for "sweet" stuff.

Have you seen Mary Adler's "latest?" Neither have we, but he's another salesman. Funny how she always falls for the traveling kind.

Of course Earl, we know your failing, she really is good looking. Couldn't you try "Landing" her?

Do you know Miss Howard, the Petite Artiste, of the Advertising Department? Here's a secret about her. She "Just Adores" tall men. Unless you have at least five and a half feet to your height you're not in the running with Miss Howard.

Distances mean nothing to "Listen Lester" in the Advertising Department. The man in the case lives in Texas. We know the mail department must be busy for Miss Lester doesn't "pine."

Margaret Stumpf, sign writer, fell hard last week for an electrician. She expressed willingness to consider this man of the wires. Margaret will stand watching.

Mr. Kennedy needs a big vote of thanks for the cartoons of this month's issue. Tell him so if you see him.

Mr. Hooper, the artist, is a regular encyclopedia of news. He told us lots of things about Miss Quinn and the next time we go over there and the medicine is bitter, we'll tell everything we know.



Mr. Green - "As You Were"

FULL-O-FUN.

At a country fair out in Kansas a man went up to a tent where some elk were on exhibition and stared wistfully up at the sign.

"I'd like to go in there," he said to the keeper, "but it would be mean to go in without my family, and I cannot afford to pay for my wife and seventeen children."

The keeper stared at him in astonishment. "Are all those your children?" he gasped.

"Every one," said the man.

"You wait a minute," said the keeper. "I'm going to bring the elk out and let them see you all."

WHAT IS A PEP-TI-MIST?

A Pessimist closes an eye, wrinkles his face, draws up the corners of his mouth, and says, "It can't be done."

An Optimist has a face full of sunshine. He beams on you and says, "It can be done"—and then lets Joe do it.

But a Pep-ti-mist takes off his coat, rolls up his sleeves, and goes to it and does it.—*Exchange.*

Mr. Green—"Level" and "flat" mean the same thing. Can anyone use them correctly in a sentence?

Miss Estep—On the level, you can't get a flat anywhere nowadays.—*Judge.*

A young lady entered the Fur Department and the polite saleswoman came forward.

"I wish to get a muff," she said.

"Yes'm" said Miss Weggles, "what fur?"

The young lady looked surprised, "Why," she said, "to keep my hands warm, of course."

There are meters of accent,
There are meters of tone
But the best way to meet her
Is to meter alone.

There are letters of accent
There are letters of tone
But the best way to letter
Is to letter alone.

—*Exchange.*

It takes 64 muscles of the face to make a frown, and only 13 to make a smile—Why work overtime?—*Malley's Co-Operator.*

"Some early influence has made him erratic, I'm sure."

"He was born under a crazy quilt, I've been told."

Counsel—"Now, tell me, where did he kiss you?"

Plaintiff—"On the lips, sir."

Counsel—"No, no; you don't understand. I mean, where were you?"

Plaintiff (blushing)—"In his arms, sir."
—*London Tit-Bits.*

CLASSIFIED ADVERTISING

RATES AS HERE 2-4.

Wanted—For the next issue of the Storagram news-notes—snappy articles and personal experience stories. Address all material to the Storagram Editor, Advertising Department.

Wanted—A house for Mr. Green—locality—size—color or style of no importance—just so it's a house. All suggestions gratefully received.

Wanted—To buy, borrow or steal a sunny disposition such as Miss Piper has. All replies treated confidentially.

Wanted—A perfectly good excuse to be sick. Like to visit hospital—Miss Quinn the attraction. Address 635X-Storagram.

PERSONAL.

Unless this is of interest to you, do not read.

A White, lovable, kind and fun-loving young man, located in the advertising department, would like to correspond with a young lady of the same age, color, nationality and dispositions. Object, matrimony. Absolute silence to all replies. Address X.Y.Z.—Storagram.

Wanted—By Mr. Kerngood a golf links—immune to all weather fancies. One that can be used in Winter as well as in Summer. Must be in Pittsburgh vicinity.

All classified advertising must be in the hands of the Editor the first of the month to insure proper classification.

THE SPONSORS CLUB

A group of loyal young women who will look after your interests and ours. Get to know your sponsor.

OFFICERS

President, Catherine Toler McLain—Furniture B. of I.
1st V. P., Catherine Malley—1st Service
2nd V. P., Ida Ernst—G. Millinery
3rd V. P., May Rogner—T. Goods
Secretary, Marie Leppig—Statistical

EXECUTIVE COMMITTEE

Gertrude Duff.....	W. Draperies	Marie Leppig.....	Statistical
Jennie Durning.....	R. Domestics	Etta Lieber.....	Bookkeeping
Ida Ernst.....	G. Millinery	Catherine Malley.....	1st Service
Elsie Flynn.....	Main Office	Minerva Morgan.....	J. Children's Dresses
Margaret Gallagher.....	R. Basement	May Rogner.....	T. Goods
Helen Heck.....	M & R.	Margaret Saunders.....	J. Misses Coats
Katherine Kredel.....	Silks	Catherine Toler McLain.....	Furniture B. of I.

HEAD SPONSORS

Basement....	Theresa May—G. Basement	Fifth Floor....	Martha Eckert—W. Curtains
First Floor....	Loretta Firl—Men's Furn.	Sixth Floor....	Marget Curtin—Club Department
Second Floor....	Dora Brodie—F. Boys	Seventh Floor....	Josephine Fraccaroli—Y. G.
Third Floor....	Mrs. McCreery—J. Skirts	Eighth Floor....	Elizabeth Sauers—J. Alteration
Fourth Floor....	Gertrude Karrasch—H. Petticoats	9, 10, 11, 12th....	Mrs. Williams—Victrolas

Name	Department
Arras, Mary.....	H. Infants
Artz, Mrs. Erma.....	H. Negligee
Baker, Dorothy.....	B. Gloves
Baldinger, Barbara.....	O. Notions
Barden, Evelyn.....	J. Waists
Basial, Tressa.....	D. Child's Shoes
Beck Anna.....	J. Suits
Beike Minnie.....	R. White Goods
Beresford, Marie.....	Marking and Receiving
Bischoff, Myrtle.....	B. Men's Hose
Blocking, Marie.....	Bookkeeping
Bock, Ethel.....	A. H. House Furn'gs.
Bogdanin, Mary.....	Q. Toys
Brodie, Dora.....	F. Boys
Burns, Elizabeth.....	Credit Complaint
Curry, Cecelia.....	P. Books
Curtin, Margaret.....	Club Department
Dagnal, Mario.....	N. Corsets
Dickson, Florence.....	B. Hosiery
Dix, Rose.....	O. Trimmings
Dobner, Mrs. Lizzie.....	Candy
Donahue, Mary.....	B. Leather Goods
Dornhoefer, Minnie.....	H. Infants
Dougherty, Sadie.....	B. Hosiery
Duff, Gertrude.....	W. Draperies
Durning, Jennie.....	R. Domestics
Dursan, Victoria.....	O. Arts
Eckert, Martha.....	Executive Office
Ernst, Ida.....	W. Draperies
Fay, Anna.....	G. Millinery
Firl, Loretta.....	Y. Groceries
Flynn, Elsie.....	Men's Furnishings
Fordresker, Marie.....	Main Office
Fraccaroli, Josephine.....	O. Basement
Frederick, Martha.....	Y. Groceries
Freeman, Anna.....	Bookkeeping
Friedman, Esther.....	G. Millinery
Gabriel, Coletta.....	Toilet Goods
Gallagher, Margaret.....	F. Flannels
Gallaher, Anna.....	R. Basement
Gallaher, Asia.....	C. Millinery
Garbe, Lydia.....	R. Wash Goods
Gibson, Maymie.....	O. Laces
Gleeman, Dorothy.....	O. Ribbons
Goedson, Rose.....	Mail Order
Hagerty, Elizabeth.....	C. Boys
Heck, Helen.....	B. of I.
Heinsur, Alice.....	Marking and Receiving
Helfrich, Catherine.....	O. Neckwear
	S. Jewelry

Name	Department
Herforth, Catherine.....	Q. Pictures
Herzog, Minerva.....	B. Umbrellas
Hobbes, Adelaide.....	Z. Sporting Goods
Hogenmiller, Marie.....	Traffic Department
Huff, Laura.....	X. China
Irwin, Irene.....	H. Knit Underwear
Irwin, Lottie.....	O. Chiffons
Karrasch, Gertrude.....	H. Petticoats
Kim, Eleanor.....	Sheet Writer, Bas'm't.
Klein, Maude.....	J. Misses' Dresses
Kredel, Katherine.....	M. Silks
Lautebach, Clara.....	H. Underwear
Leppig, Marie.....	Statistical
Lieber, Etta.....	Bookkeeping
Little, Catherine.....	J. Fur
Machey, Mrs.....	A. H. House Furn'ngs.
Malley, Catherine.....	Service Desk
May, Theresa.....	G. Basement
Mooney, Elizabeth.....	M. Yard Goods
Morgan, Minerva.....	J. Children's Dresses
Mourer, Rosella.....	Charge Office, Bs'm't.
McCreery, Mrs. F.....	J. Skirts
McKenzie, Edna.....	G. Millinery
McLain, Catherine Toler.....	Furniture B. of I.
McSwiggan, Helen.....	Miss Kress's Office
Nicholas Margaret.....	J. Gowns
Norum, Bertha.....	Alteration
Pace, Julia.....	X. China
Peterlein, Mrs. S.....	A. H. House Furn'ngs.
Pilgrim, Catherine.....	O. Coats
Raithel, Matilda.....	O. Arts
Rogner, May.....	Toilet Goods
Rousch, Lena.....	D. Basement
Rowe, Emma.....	Credit
Russkovitch, Tina.....	Foreign Dept.
Sauers, Elizabeth.....	Alteration
Saunders, Margaret.....	J. Misses' Coats
Schullen, Margaret.....	D. Ladies Shoes
Smoot, Bessie.....	B. Leather Goods
Sporer, Mary.....	X. China
Staab, Elmira.....	B. Gloves
Stenger, Elizabeth.....	J. Misses' Suit
Stensel, Eleanor.....	H. Basement
Strauch, Ida.....	Boys' Furnishings
Sunnley, Elizabeth.....	M. Yard Goods
Unruh, Marie.....	B. Children's Hose
Voelker, Victoria.....	Auditing
Ward, Margaret.....	Basement Delivery
Weber, Stella.....	Furniture Office
Weitzel, Eva.....	P. Stationery
Williams, Mrs.....	Victrolas

These women meet regularly with representatives of The Personnel Department for the purpose of considering the best interests of all their fellow workers. They make themselves responsible for the all-around introduction of new employees when they arrive in the department. They believe in the store, in their fellow employees, and in one another. They act as the reporters for the Storagram, and they always show the silver lining of every dark cloud. Look up the Sponsors of your floor. The Head Sponsor is the Head Reporter of the Storagram for her floor.

I'd rather be a Could Be
If I could not be an Are;
For a Could Be is a Maybe,
With a chance of touching par.
I'd rather be a Has Been
Than a Might Have Been by far;
For a Might Have Been has Never Been
But a Has was Once an Are.

—SELECTED